

# The Star-Journal

## The County Paper.

Dunbar Rowland,  
Jackson, Miss.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., SATURDAY, OCTOBER 16, 1926.

35TH YEAR—No. 42

## EX-GOV. LOWDEN AND OTHER ILLINOIS CITIZENS TO BE BAY ST. LOUIS GUESTS WEDNESDAY

Chamber of Commerce and Rotary Club to Be General Host—Party to Be Privately Entertained at Wisner Estate With Club Members Accompanying.

Bay St. Louis will be host on Wednesday morning of next week to about 100 or more prominent visitors from Illinois, hailing principally from Chicago, headed by ex-Governor Frank Lowden.

Traveling on Special Train. It will be an all-coast visit. The visitors will reach Gulfport Wednesday morning about 9 o'clock on a special train over the Illinois Central railroad, direct from Jackson, where on Tuesday they will attend the Mississippi State Fair in celebration of Illinois Day. The stay on the coast is for two days, and the program of reception and entertainment is under the auspices of the Mississippi Coast club, of which Warren Jackson is managing director, and jointly with the civic clubs of the different "seven cities of the Coast."

Pine Hills and Bay St. Louis. On arriving at Gulfport the distinguished party will soon be driven in autos over the Pine Hills, where they will visit and be entertained by the management of the place. Leaving Pine Hills by boat, they will head for Bay St. Louis, landing at the ferry pier, and received officially by the Chamber of Commerce, with the Rotary club officially co-operating.

To Be Guest of "On the Beach." It is tentatively planned for the ferry pier the guests will be met by a number of citizens and taken by auto to the Wisner estate. On the beach, where they will be housed by the Chamber of Commerce. Refreshments will be served and after the usual social amenities, a drive over the city, then back to the ferry to Henderson Point, where luncheon will be served at the Inn-by-the-Sea, as guests of the different civic clubs.

To Spend Two Days on Coast. The first day having been spent at Gulfport, Long Beach, Pine Hills and Bay St. Louis, the second day will be devoted to entertainment at Biloxi, Ocean Springs and Pascagoula, where extensive preparations will be made by the different civic organizations.

Visitors of Unusual Prominence. The Chicago party will comprise recognized leaders of national and international prominence in the business and professional life of that great city and the Mississippi Gulf Coast is fortunate for the privilege of their visit. We cannot bring Bay St. Louis and the balance of this wonderful section to Chicago, but it is possible to have leading representatives of the Middle West and the great metropolis of Chicago to come southward.

A feature of the day's entertainment will be the presentation to every visitor of one or more copies of the Chamber of Commerce booklets, "Bay St. Louis and Waveland," which depicts in romance the beauty and lure of Bay St. Louis section, and profusely illustrated, not only to be the best booklet of the kind in so little space, but the most artistic and attractive conception by the artist. Every recipient, The Echo feels satisfied, will prize and carry away the booklet with its color of golden color serving as the striking background for the frigate of days of pirates steeped in deeds that were black and acts that were bold.

Secretary Gentry is active in the premises and from his office vast work is carried on in the interest of the coast. President Weston, Vice President Fisher, and Vice-Presidents Mauffray and Shipp, with other officials and members, will be on hand. There is one regret, and that is time will not permit the visitors to remain longer. Their visit will be brief as a matter of necessity, since in two days they will be guests of the different cities of the coast. Practically a week's program will occur in two days.

Welcome to the Chicagoans and others from Illinois.

## CONTRACT IS GIVEN FOR A. & G. NEW THEATER BUILDING

Opening of bids for the building of the new \$60,000 A. & G. Theater building, for Bay St. Louis, was opened Thursday. There were several sealed bids presented for consideration, and after opening it was announced John T. McDonald, of Pass Christian, was the lowest bidder, and accordingly awarded the contract. Along with the building, the master plumber of Pass Christian, was also the successful bidder for all the plumbing, his figures considered the lowest and the best bid. These contracts, after proper bonds are presented, will be signed and it is expected the work of building soon started after the dwelling at present on the theater site. Front and State streets, is moved to a location approximately 140 feet back. A description of this Spanish mission style theater building was given in The Echo columns recently. It will be both an entertainment and a social acquisition to Bay St. Louis.

## PROF. "DICK" COX DELIVERS LECTURE BUSINESS METHODS

Former District Deputy and Member of International Committee Is Speaker.

Wednesday was "Rotary Education Night" at the regular weekly session of the Bay St. Louis club. George R. Rea, chairman of Rotary Education committee, was given the president's chair after the luncheon, and presided, introducing Dr. Richard Cox, who is the head of Gulf Park College, near Gulfport, and one of the best speakers on the Coast.

Dr. Cox at the outset said he was glad to have been assigned such a subject as Rotary Education, for under this head he could speak on many phases of the principles which the organization represents. He chose business methods, not wishing to tell the business or professional man how to run his business, by no means was that the intention, but to dwell on ethics. A business, he said, conducted on ethics of honor and practical precepts, and a conscientiousness that was to be desired, resulted in a successful business, aside from the making of dollars.

Dr. Cox stressed fairness in competition, urged the adoption of lofty ideals, and endorsed the business or professional man who annually attended the convention of his craftwork, but ethics were stressed. One could not be ethical without being honest, and it follows since honesty is the best policy, ethics in business plays an integral part to that phase of pursuit that in the last analysis we term success.

The speaker was complimented for his capable and splendidly delivered address which proved to advantage to his hearers, and Chairman Rea, voicing the sentiments of Rotarians, expressed the wish and urged that he return at some other time to again speak.

Next Wednesday night, Oct. 20, will be "Musical Night," a specially arranged program by local talent to be presented, and on the Wednesday night following, Oct. 27, will be "Ladies' Night," one of the delightful periodical events always looked forward to by the Rotarians and their invited guests.

The Bay St. Louis Rotary club has been instrumental in bringing more prominent people, men with messages for the constructive force of the side of thought and action, than any other agency, and of these none the lesser has been Dr. Cox.

Nearly every Wednesday night is some special program event, and it is expected from time to time some of the best thought will be heard from around the Rotary table.

## A. & G. THEATER WILL GIVE AWAY VALENTINO PHOTO

Local Playhouse Will Compliment Ladies Sunday and Monday Nights—Cabinet Sized Pictures of Late "Shiek" Worth Having.

Knowing the "world" of admirers of the late Rudolph Valentino had in Bay St. Louis and vicinity, and with characteristic enterprise the A. & G. theater, of this city, will on Sunday and Monday nights give away to every lady attending the performance that night a cabinet photo reproduction of the late "Shiek," and this, with no additional charge for the picture. On these two evenings the presentation will be "The Conquering Power," a Rex Ingram production, with Rudolph as the star and Alice Terry as leading lady, who will be remembered by local fans as the star who played with Valentino in a number of his biggest and best productions. "The Conquering Power" has never been shown on the local screen and is one of the feature productions of the late actor who has won the admiration and applause of millions. The cabinet size photo is worthy of having and every lady attending the shows as indicated above will receive a copy, in addition to witnessing a splendid production.

ST. CHARLES SUB-DIVISION.

Considerable work has been carried to completion on this new division, with streets graded and gravel and concrete sidewalks built on every side. Mr. Tudor B. Carr was a caller on the Echo this afternoon and enthusiastic over the prospect. The plans for St. Charles Sub-Division is a "Happy Home on the Gulf Coast."

## LOYOLA OF CHICAGO TO VISIT BAY

University Boys of Metropolis of West to Be Here Thanksgiving Week.

HEROES OF GRIDIRON Will Spend Few Days Here En Route to New Orleans For Big Game.

There are big doings in store for Bay St. Louis Thanksgiving week. The usual is going to happen, and football fans and others will hear the news with unusual interest of the coming to Bay St. Louis for five days or a week's stay of members of the football squad of Loyola University, of Chicago. With the heroes of the gridiron there will be a number of newspaper correspondents to accompany, including artists. The Chicago Tribune and News and other dailies will have their staff of sport writers to accompany. It is expected in all the party might include fifty people.

On Way to New Orleans. The heroes of the gridiron are en route to New Orleans, where, on Thanksgiving Day, they will play with the Catholic University team, and which event is the one subject of discussion. However, on their way to the Crescent City they will stop off at Bay St. Louis to spend anywhere from five days to one week, by special invitation of Bro. Peter, president, and faculty of St. Stanislaus college, and it is expected there will be several games between the visitors and local Rockaway team.

Rotary Club to Entertain. The Rotary club has taken cognizance of the coming of the famous Loyola team from Chicago, accompanied by coach, assistants, newspaper correspondents and others, and appointed a committee composed of George R. Rea, Leo W. Seal and C. C. Morau, to confer with Bro. Peter with a view of entertaining the visitors at a Rotary banquet at the Hotel Weston. Owing to Bro. Peter being ill the matter is not as yet definitely settled.

## HANCOCK FIDDLERS WILL HAVE CHANCE TO ENTER CONTEST

"Old Fiddlers Contest" to Be Staged at Gulf Coast Fair November 1st—Cash Prizes Offered—Contestants From Several Counties.

On Tuesday, Nov. 1, from 5 to 6 p.m., in the auditorium an "Old Fiddlers' Contest" will be staged. All old fiddlers from Hancock, Harrison, Jackson and Stone counties will be eligible. The first prize will be \$75.00 and the second, \$50.00 in cash. Those wishing to contest will please notify Mrs. Rucks Yuger, Gulfport, Miss., as soon as possible so arrangements can be completed.

## TIME FOR SLOGAN CONTEST EXTENDED TO NOVEMBER 1ST

Bay St. Louis Chamber of Commerce Wants Good and Effective Slogan—Willing to Pay For Same—Someone to Win Gold Piece.

At the recent meeting of the Bay St. Louis Chamber of Commerce of Bay St. Louis, the time for closing the campaign for a city slogan was extended to November 1st, for the reason that, while many slogans have been submitted, it was thought the time limit was too short, and further, the officials in charge wished to give everyone a chance to win the gold piece—\$2.50 to the successful contestant.

A slogan for such a body as the Chamber of Commerce and to be used by a city of the size and dignity of Bay St. Louis is a matter of no small proportion. The committee in charge really has a hard job to do. The time for closing the campaign was extended to November 1st, for the reason that, while many slogans have been submitted, it was thought the time limit was too short, and further, the officials in charge wished to give everyone a chance to win the gold piece—\$2.50 to the successful contestant.

Receipt of applications to close November 9, 1926.

Editor's Note: The postmaster in the Bay St. Louis office at present was recently appointed "postmaster in charge," and the appointment made by the U. S. Civil Service Commission, under civil service rule it is necessary that an examination be held, regardless of the appointment and the requirements are to be met with by holding the examination as stated in above notice. However, there may be any number of applicants and the examination may be held by any one. The permanent appointment will follow. This note is by way of explanation only.

## SELLS PROPERTY FOR \$20,000.

Mrs. J. O. Gilbert has sold her beach home, formerly the property of Dr. Day, to Mrs. Isaac Levy, for the cash sum of \$20,000.00. Mrs. Gilbert having recently purchased a home near Long Beach. Mrs. Levy figures she made \$5,000 on the deal, from the outset, as she had offered \$25,000 repeatedly for the place this summer. Mrs. Gilbert decided to move.

HUNTING LICENSE ISSUED.

The hunting season in Hancock county for squirrels, rabbits and doves opened on the 15th inst., and Sheriff Bontemps has been quite busy issuing licenses for prospective hunters. The season for bigger game opens later.

## NEW PASTOR AT CHRIST CHURCH

Rev. R. E. Grubb Takes Active Charge of Episcopal Church Parish.

FORMERLY OF M'COMB Is No Stranger to Mississippi and Is Zealous and Active Worker.

Rev. R. E. Grubb, recently appointed rector of Christ Episcopal church, arrived here a few days since and has taken active charge of his parish, and domiciled in the rectory, Carroll avenue. On the evening of Saturday week the new rector was given a formal reception at his new home, and many called during the time. Rev. Grubb succeeds Rev. A. K. Dakin, who came here about a year ago from Clarksdale, Miss., and returned to the delta charge recently. He is no stranger to our people of this section of the state. He was stationed at McComb before coming to Bay St. Louis and is acquainted along the Coast and South Mississippi generally. The regular services of Christ church are resumed. The new rector is experienced and well versed in his work and will prove an acquisition to Bay St. Louis, both personally and as a churchman.

## EXAMS. FOR P. M. TO BE HELD IN BAY ST. LOUIS

Blank Forms May Be Had From Local Secretary of Civil Service Board of Examiners—None Later Than Nov. 9th to Be Considered.

Henry Caperton, local secretary of Civil Service Board of Examiners, is in receipt of a communication from U. S. Civil Board regarding examinations for postmaster. He says application blanks may be secured at the Bay St. Louis postoffice from him, as well as further information. The communication from the Service Commission says "The United States Civil Service Commission, at the request of the Postmaster General, announces a competitive examination for postmaster in this city. This examination is held under the President's order of May 10, 1921, and not under the civil service acts and rules. Competitors will not be required to report for examination at any place, but will be rated upon their education and training, business experience and fitness. Apply to the secretary of the board of civil service examiners at the postoffice in this city or to the United States Civil Service Commission, Washington, D. C., for application Form 2241, and Form 2213 containing definite information in regard to the examination. Receipt of applications to close November 9, 1926. Editor's Note: The postmaster in the Bay St. Louis office at present was recently appointed "postmaster in charge," and the appointment made by the U. S. Civil Service Commission, under civil service rule it is necessary that an examination be held, regardless of the appointment and the requirements are to be met with by holding the examination as stated in above notice. However, there may be any number of applicants and the examination may be held by any one. The permanent appointment will follow. This note is by way of explanation only.

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## BAY CITY C. OF C. WILL HAVE FINE BOOTH AT FAIR

Booth and Space at Gulfport Next Month for Bay St. Louis Chamber of Commerce Will Exceed Last Year's Effort.

Bay St. Louis, under the auspices of the Chamber of Commerce, will be well and handsomely represented with a civic representation at the Gulf Coast Fair, to take place at Gulfport during the early days of November. Already a space double to that taken last year has been reserved for work of building a booth, according to drawn plans, in process. John Osoinach, chairman of the committee appointed for the purpose, recently by President Weston, made a trip to Gulfport last week in the interest of the project. The committee is co-operating with Secretary S. G. Gentry, who has gotten quite busy in the premises, and is giving the matter the time and attention desired. It is no small task, in fact, embracing the many details in one, it is quite a colossal undertaking, but backed by the Chamber of Commerce, its executive committee, the special committee appointed for the work, and the direct efforts of Secretary Gentry will prove equal to the task. Bay St. Louis, under the Rotary club, last year captured the only blue ribbon awarded for the best booth of the kind, and the hope is expressed that the award will again find lodgment on this side of the bay.

## WAVELAND ELECTION NOV. 6

The municipality of Waveland will hold primary election on November 6th, and with two candidates for mayor and other offices contested for, there is much concern in the respective camps of the two sides. Louis S. Bourgeois, candidate, has issued his platform, and Mayor George M. Herlihy has also issued a letter telling of his stewardship. The election occurs November 6th, and is a white primary.

## GULFPORT FAIR NOV. 1-5

A twenty-piece orchestra will give a concert daily from 12 to 1 o'clock in the auditorium. Visitors from Bay St. Louis and other points to Gulfport will enjoy the music.

## CATHOLICS MISSION TO CLOSE 17TH

Church of Our Lady of the Gulf Will Bring Week's Mission to End.

WEEK OF SERVICES Fathers Higgins and Berry, Redemptorists, Accomplish Results.

The week's mission at the Church of Our Lady of the Gulf will come to a formal close with solemn high mass at 10 o'clock tomorrow morning, after which the Papal benediction will be given. Very Rev. Father D. D. Higgins and Rev. Father T. Berry, of the Redemptorist order, have conducted the week's mission with marked success, and each day the attendance has increased appreciably. Both are splendid speakers and have expounded the tenets of the faith convincingly. It is expected there will be an unusually large attendance at the closing services on the occasion of the Sunday high mass.

Subject of the exercises tonight will be the Blessed Virgin Mary. The parishioners will be consecrated to the Blessed Virgin, and there will also be a procession of the children in honor of the virgin, Our Lady of the Gulf. Subject of the sermons by both Father Higgins and Father Berry will be on divine Lord's mother. Services tonight, as usual, will begin at 7:30 o'clock. There should be a large attendance. Father A. J. Gmelch, pastor, notes with satisfaction the increased attendance of the week and the devotional spirit so well manifested. The mission is given under the auspices of the Society for the Propagation of the Faith. Rev. Mr. Magr. John M. Prendergast, V. G., director, of St. Paul's Church, Vicksburg. Both Father Higgins and Father Berry will leave satisfied with a week's work of zealous and successful endeavor, productive and lasting.

## INDICATIONS POINT TO A BETTER FAIR FOR COAST, 1926

New Buildings Nearing Completion—Exhibitors Are Asked to Be on Hand Early—By Oct. 30 or Nov. 1st at Latest.

Every indication points to the fact that 1926 will witness the best fair ever held on the Coast. This is given out authoritatively. New buildings are rapidly being completed and made ready for use. The fair arrangements are way ahead of last year as compared with the present. The management says, this is your fair; get your exhibit ready and bring it on on Saturday, Oct. 30, or Nov. 1, by noon.

## "THE CABLE" TO BE NAME OF NEW K. C. PUBLICATION

Bay St. Louis Knights of Columbus to Have Monthly Bulletin Publication—To Tell of Their Activities—Rev. Leo Fahey, Editor.

With increasing activities, different committees working and much information to disseminate, the Knights of Columbus, No. 1522, K. of C., at its regular meeting Monday night endorsed the proposition of the council issuing a monthly bulletin, to be named and known as "The Cable," and will be printed in regular form. The subject of publishing monthly bulletins was discussed and the project endorsed at and by the last state annual convention; every council over the state, that so desired could do so, since such publications were popular in other sections of the country. To the credit of the Bay St. Louis council the local organization is the first to put out a publication of the kind.

Grand Knight A. G. Favre and others have been enthusiastic over the subject and in advanced solicited a substantial advertising patronage. Rev. Father Leo Fahey, lecturer for the local council, was elected managing editor, and it will not be very long before the first number will be issued from the press—printed in Bay St. Louis. Members are looking forward to the first and subsequent numbers of the Cable. In addition to carrying all official notices and doing of the council it will also carry articles and notes of interest to the members.

## LOGTOWN P. T. A. HOLDS MEETING—LARGELY ATTENDED

The Logtown P. T. A. held its second regular meeting Thursday night, Oct. 14, at the Masonic hall. This being the month for the first "Dads Meeting" the program was combined and observed Month Health month and State P. T. A. day. There were more than 200 members and visitors present. After a short business session the following program was rendered, after which delicious home-made ice cream was served by the refreshment committee. P. T. A. Song—By everybody. Invocation—Bro. Murray. Welcome to Dads—Irena Koch. Health Play—Third and fifth grades. Talk on Oral Hygiene—Dr. Evans. Stunts—Primary grades. How Can We As Fathers, Help the P. T. A.—Mr. C. L. Marquez. Dainty Step—Seventh and eighth grades. Things Worth While For P. T. A. to Accomplish This Year—Mr. Stonley. Stunts—Fourth and sixth grades. High School orchestra. TO THE BUSINESS PUBLIC OF BAY ST. LOUIS. Anyone having unpaid accounts against me will please forward me an itemized statement of same at once. William Wandel, P. O. Box 561, Baltimore, Md. 10-16-26.

## MISSISSIPPI GULF COAST GETS READY TO HANDLE LARGEST NUMBER OF WINTER THRONGS

Huge Improvement Project to Make Bay St. Louis Section All-Year Resort—This Section of Riviera to Have Greater Appeal.

## K. C. OFFICERS INSTALLED BY DEP. MAUFFRAY

Ceremony of Sunday Night at K. C. Home Followed By Spaghetti Supper.

Joseph O. Mauffray, district deputy grand knight, on Sunday night installed the recently elected officers for Pere Leduc Council, No. 1522, Knights of Columbus, Bay St. Louis, at the K. C. home, in Main street. The impressive ceremony followed a regular meeting of the council, when the officers of the year previously automatically went out of office. Notwithstanding the inclemency of the weather that evening, there was a goodly attendance, and the lack in numbers was amply made up by those present who manifested a worthy and telling spirit. Officers recently elected and installed by Dist. Dep. J. O. Mauffray were: Chaplain, Rev. A. J. Gmelch; grand knight, A. G. Favre; deputy grand knight, Leo Murtugan; chancellor, Ed. J. Aronowicz; lecturer, Rev. Leo Fahey; recorder, Vincent Piazza; treasurer, Horace L. Kergosien; advocate, August Schiro; warden, Julius Weber; trustee, Claud Bourgeois; inner guard, Gaston Ladner; outer guard, Raymond Carrio.

In retiring from the exalted office of grand knight of Pere Leduc Council, Joe O. Mauffray made a brief but fitting address. For over a dozen years he has been the active guiding head of the local council and for his splendid work and attending success is not only known over the state but nationally as well.

Following this ceremony, the membership retired to the first story of the K. C. Home, where a spaghetti supper was served, as per annual custom, at which A. G. Favre presided, and after an address, in which he outlined his policies as grand knight for the future, and paying tribute to his predecessor, others were called upon for addresses. A. Seafide, who is the official chef for the council on such occasions every year, came up to the usual high standard which he has set for himself, a regular craftsman in the art of knowing how to cook the elusive spaghetti, and, needless to say, ample justice was done thereto.

The different addresses delivered were not only of a congratulatory nature for the council, and felicitating the newly-elected and installed officials, but carried a vein of delicious humor, which added largely to the occasion.

It is interesting to note the outlook for Pere Leduc Council for the coming year is not only such to warrant a continuation of the good and celebrated custom of last year, but a greater effort is evident even at this early date and more result to be attained.

## LOGTOWN P. T. A. HOLDS MEETING—LARGELY ATTENDED

Second Regular Meeting Was Held Thursday Night—Over Two Hundred Members and Visitors Attend and Enjoy Program of Interest.

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BY GORDON HUFF, in N. O. Times-Picayune.

Conditions rapidly are being put into shape in Bay St. Louis. Waveland, Clermont Harbor and Hancock county in general to care for a far greater number of New Orleans residents, who are looking this way for permanent homes, and Northern and Middle Western tourists during the coming year, than ever before in the history of this section. With construction started on the bridge across Bay of St. Louis, being built jointly by Hancock and Harrison counties and which will give ready access by automobile to the remainder of the Mississippi coast, it is expected that this section of the "Riviera" will have a far greater appeal to "outsiders," especially those in New Orleans, who desire home sites away from the city, but within commuting distance of business.

With an improvement program entailing a total expenditure of nearly \$14,000,000, Hancock county is keeping pace with the counties of Harrison and Jackson on the east in the work of making this section of the Gulf Coast one of the greatest all-year resort centers in America.

At Clermont Harbor, a few miles to the west of Waveland, \$150,000 is being spent in constructing a pleasure and residential resort, which will be the nearest Mississippi coast resort and home center to New Orleans. Because of excellent train service afforded, it is expected that Clermont Harbor will become a mecca for New Orleans citizens desiring a coast home.

The Gulf Pavilion Company, Inc., announces that construction will be started within the next sixty days on a \$150,000 clubhouse and amusement pier at Bay St. Louis, giving this city the first entertainment feature of the sort on the Mississippi coast. The project is being promoted by William E. Willis, who will be manager of the enterprise when completed, with a majority of the capital stock being subscribed by Mississippi coast citizens. W. T. Moore, of Gulfport, is president of the company.

Opening of the Pine Hills-on-the-Bay hotel, on the northern shore of Bay St. Louis, Thanksgiving Day, is expected to add materially to the advantages of Bay St. Louis. The hotel is being constructed by Pine Hills, Inc., a concern organized principally among New Orleans business men, at a cost of nearly \$2,000,000. Construction of an exclusive residential park at Pine Hills will run the total expenditure at that point to approximately \$6,000,000.

The \$1,250,000 Bay St. Louis-Waveland seawall will greatly enhance property values in this section and an active realty market is expected by realtors during the coming winter. Bonds for construction of the wall already have been voted by Hancock citizens and it is expected that bids for construction of the project soon will be sought.

The Bay St. Louis bridge, costing \$780,000, will be completed during the summer of 1927, according to terms of the contract. This bridge will be two miles long and will run parallel to the Louisville & Nashville railroad trestle.

Other public and private projects included in the gigantic improvement program are:

Hard surfacing of the Old Spanish Trail through Hancock county, \$480,000; paving six miles of city streets, (Bay St. Louis), \$180,000; Bay St. Louis high school building, \$80,000; sidewalks, sewerage and other municipal improvements, \$25,000; Masonic Temple (Bay St. Louis), \$45,000; Standard Service Station, \$15,000; Levine business block, \$30,000; country club, \$100,000; subdivisions and residential park developments, \$200,000; private residential improvements, \$50,000.

## "THE ANSWER" IS UNIQUE NAME FOR BAY ENTERPRISE

"The Answer" is the name of a new establishment to be established in Union street, at the place purchased last week by Mrs. John N. Stewart, and formerly known as the Dr. Turner dwelling. "The Answer, Nothing Too Little Or Too Big—Ask Us." The place will be known by this significant quotation.

There will be an up-to-date circulating library, a curio and fancy work shop, novelties and antiques to interest visitors, and like the women's exchange that it will be there will be offered for sale at all times the work of women of the town, such as cake, candy and jellied preserves, etc.

The place is undergoing through renovation and will be made most attractive. It promises to be an assembly place and will take care of informal parties, and like the women's exchange that it will be managers in charge and is enthusiastic over the project. The project "sounds good" and should succeed. Winter visitors will delight in finding such a place when visiting Bay St. Louis, and local residents will be patrons with equal interest.



## The Sea Coast Echo

ECHO BLDG.

Thirty-Five Years of Publication.

Chas. G. Moreau, Editor and Publisher.

Official Journal Board of Supervisors.

Official Journal City Bay St. Louis.

Member National Editorial Association.

Member State Press Association.

Subscription Terms, \$2.00 Per Annum

Always in Advance.

Entered as Second-Class Matter at the Postoffice, at Bay St. Louis, Miss., under Act of March 3, 1879.

The old swimming hole is closed for the year.

Taking a profit promptly is the best rule of business.

One crop that never fails is the sweet young things.

Cooks are important things—when you haven't got one.

When you pay your debts promptly they never worry you.

It is about time for the "shop early" slogan to begin to work.

The cause of crime worries many people but the crooks take it easy.

One-arm driving may cause a lot of accidents but it has advantages.

The crime wave in the United States seems to be a permanent wave.

The end of the world will catch many people building castles in the air.

Some neighbors, if they acted true to their feelings, would swap shots.

One of the main difficulties in editing a newspaper is in meeting the bills.

When the circus comes to town a lot of people have to stop work right away.

We have never been able to understand how some magazines get through the mails.

The people of this community ought to stick together for the benefit of a good town.

Some men have a habit of making sarcastic remarks about women; they usually talk to men.

The more we think about the matter the more certain we are that we don't know what it is about.

The Florida optimist put a crimp in the Red Cross relief drive. This shows you the danger of optimists.

Two men recently agreed upon the manner in which the world is to be reformed. That's a reform, itself.

The most important thing in the world for many people during the past two weeks was the world's series.

Our extra slice of pie for this week is given to the lady who said that she thought bobbed hair was awful.

Now is the time of the year for the farmers to get plenty of advice. We sometimes pass it along ourselves.

A two-pound fish, caught in the early spring, is at least a five pounder now, if you let the fisherman tell you.

You can always tell a man who has been paid a compliment by the beam of satisfaction that lights his countenance.

One reason why there is so many fool things going on in this country is that most men prefer a good look to a good book.

Pay your subscription to this journal of progress this month and be thankful next month that you won't have to repeat the act for eleven months.

Progress costs money. If you are not willing to spend money to improve Bay St. Louis then you will have to be satisfied with a hick town the balance of your life.

A newspaper editor is very often urged to jump on every manner of evil, alleged and so called. Those who see the evil, however, are very reluctant to sign their names to statements.

### "IT WAS PRINTED IN CHICAGO"

Seldom a newspaper whines. It is frequently a silent sufferer. It appreciates consideration and courtesy, and will insist on a square deal.

The following from the Biloxi News is not amiss. There is no malice contained therein, simply a plea for Caesar. The article:

The Mississippi Banker's Association has closed an advertisement schedule having for its purpose the selling of Mississippi banks to Mississippians.

The literature is to be printed in Chicago.

The Mississippi Motorist has sprung the first issue of its magazine, mostly canned stuff, but some good things on Mississippi in it.

### IT WAS PRINTED IN CHICAGO.

The Biloxi News is strong for Chicago, but it knows that Chicago grew great because its homefolks patronized it.

The Mississippi Coast is proportion to its population is the best equipped section in the United States in printing plants.

### A CITY OF HOMES

Bay St. Louis has frequently been referred to as a "City of Homes," and justly so. This is best proven; not only by the numerous homes that dot the suburbs and spread over the vast area of the city, but the telling fact many families live here while the bread-winner of the family engages in business pursuit away, and this added to the some 100 who commute daily between this section and New Orleans. It is a wonderful place to live, all conditions considered, with educational facilities, and it is no wonder so many do live here merely to make it home. Bay St. Louis is well a city of homes, and worthy of the appellation.

## LOUISIANA AT THE BIER OF ITS GOVERNOR

Louisiana sustained a heavy loss this week in the death of Henry Fuqua, governor, whose passing away was sudden and a shock not only over the sister state, but wherever he was known. Governor Fuqua was a most conscientious man; a servant of the people who regarded his duty well high sacred, and a friend of every condition of man.

It is a pity that men who count for so much, who serve the people as a whole well as he did, should be cut off in the very prime of their lives and in the heyday of their usefulness. Men in all walks of life over the state have paid him tribute, and no praise of the dead is too fulsome. His name will long live in the hearts and minds of the people he served, and his memory shall ever remain green in the annals of a great state. Mississippians knew him well, and our people, from Governor Whitfield down have given voice to his praises, both as a private citizen and public official.

Louisiana has suffered heavily. The toll of prominent men within the past year is noted, beginning with the demise of Mayor Behrman, who was so well known and a warm friend and booster of our Mississippi Gulf Coast, where he spent his summers, when not engaged in the arduous duties of chief executive of a great city.

The New Orleans Tribune calls attention to this fact, and adds:

Ex-Governor W. W. Heard died suddenly in June. Fire Commissioner Harry Fitzpatrick, well-known athlete and auctioneer, died in August.

Edward Godchaux, vice-president of Godchaux Sugars, Inc., one of the leaders of the sugar industry in the state, died on Monday morning.

Dr. Maurice Feingold, nationally famous eye specialist, died in February.

Abraham Goldberg, prominent attorney, died in Europe recently and his body reached New Orleans for burial a few days ago.

And so the lost runs, with Louisiana the poorer by many of her proudest citizens.

## WHEN THE PEDDLER COMES TO BAY ST. LOUIS

The peddler that comes to your door is probably a man, or woman, trying to make an honest living. As such they deserve courtesy and kind treatment, but not your patronage.

There is no reason for prejudice against the out of town houses that try to get your money. They are only pushing their business as they have a right to do, and are to be commended for doing it.

The reason the peddlers visit this town, and the mail order catalogs come, is because there are a number of suckers living in Bay St. Louis. Most of them think they are doing the wise thing in getting a "bargain," but that is because they do not think. They do not accept a community of interest that will eventually lead to a community of progress and success.

The next time a peddler raps at your door greet him with a smile, and these questions.

"Does your company pay any taxes to support our schools?"

"Do you, or your company contribute to the churches of Bay St. Louis?"

"Have you ever contributed to help a neighbor of ours when stricken by disaster?"

"What, if anything, have you, or your company ever done to help make Bay St. Louis a better place for our children to love? Do you offer any opportunity to them when they grow older and seek places to work?"

If any of them get by these four let us know about it and we will suggest a few others. If, after interrogating the visiting brother you think it to your own best interest to ignore local merchants and home enterprises, without giving them a hearing, let your conscience be your guide.

## GUESTS OF BAY ST. LOUIS WEDNESDAY

The Mississippi Gulf Coast, acting under the auspices of the Mississippi Coast club, will be host on Wednesday and Thursday to a party of 100 distinguished guests, principally from Chicago, who will arrive at Gulfport over the I. C. by special train from Jackson, Miss., where on Tuesday they will visit the state fair and be present for Illinois Day.

The party will be headed by Ex-Gov. Frank Lowden and the distinguished visitors will be guests of this immediate section of Bay St. Louis after their arrival at Gulfport. They will visit at Pine Hills and in Bay St. Louis and will be the official guests of the Rotary club and Chamber of Commerce, acting jointly, in addition to private entertainment.

It is a privilege to have so distinguished a party visit this section. We know they will enjoy our semitropical climate and delightful weather; gather the flowers, and view the blue of the gulf, while they will also be taken for a trip over the bosom of beautiful Bay of St. Louis. Fully half of the day will be spent here and they will never forget this section of the Gulf Coast. They will find a warm and hearty welcome; they will be made to feel they are thrice welcome and wish to return.

## BABE RUTH HIMSELF

All real lovers of baseball will rejoice at the remarkable achievement of a remarkable batter, one Babe Ruth. This king of swat, in a single world series game, went to the bat five times. Twice the opposing twirlers used discretion, and let him go to first on four balls. Three times they were brave enough to put 'em over the plate, and the Babe was able enough, each time, to put the ball in the grandstand, circling the bases at his leisure.

It is always refreshing to see a star player deliver the goods. For three games the Babe had been only a cog in a machine that was doing nothing to live up to its reputation as a deadly hitting combination. On the fourth day, playing in a hostile park the Bambino woke up, shook off the lethargy produced by excellent twirling, and did what no other man has done before him in a similar game. No wonder the St. Louis fans cheered him and asked for another home run. It was a tribute to a great player and is to the credit and honor of the St. Louis fans.

## TO BE REGRETTED

An active movement is on foot, according to press reports from Gulfport, by a number of larger stockholders of the Gulf Coast Fair association, to gain controlling interest and to liquidate the fair association and turn over the place into a vast place of amusement and divide the bulk of the land into a land-selling proposition. It is said to be the last of the larger and desirable tracts of land on the Coast located in close proximity to Gulfport and is of much value. To liquidate the Fair association would be a blow to the community interest of the Coast, and such action would be generally regretted. We hope the move will be successfully opposed.

## CURRENT COMMENT

BY RIEGUAS

Troublesome Trotsky

Just a few years ago almost every dispatch from Europe had a paragraph about the doings of Lenin and Trotsky over in Red Russia. These two birds saw to it that the public eye should always be filled with them. Lenin held the reins and whip while his pal Trotsky sat pretty in the back seat. The two cut loose the flood gates of carnage and the whole of Russia ran red, mixing the blood of millions with that of the virtuous. It is of authentic record that more than 2,000,000 met death in vicious manners. Men, women and children suffered alike: "For the good of the communism."

Presently Lenin died a natural death and his soul—well, never mind where his soul went, if we are not good we'll go there also. So Leon (that's Trotsky's Christian name, if such a monster can have such a thing) was left to battle the thing alone. He carried it with a high hand.

News now comes that Trotsky has been called before the Moscow Soviet government board to face a few charges that, if convicted will exile him.

Even in Russia they get fed up on such fellows and the chances are that they'll fix Mister Trotsky for good and all this time. Let us hope so. If a monster is reported killed in the local woods, the populace breathes easily. So it should be with the world if they "Get" this guy over there.

His picture in the papers is enough to play Bogey-man to all the kids in America.

### Fooling With Fire.

Mrs. Alma Franklin, of New Orleans, was spending Wednesday morning looking over the Audubon zoo. The lady stopped before the big lion's cage where Leo was spending his time giving the crowds the once over. He didn't look very vicious, just like a big cat wishing for some one to come along and pet him. Feeling that he was gentle enough, she essayed a gentle stroke of his brown mane. Leo took a quick grab and narrowly missed having a hand for an entire. Fortunately it was only slightly lacerated.

Pockets are very good places to keep hands out of mischief and one should try and confine petting to something domestic about the home, either a thoroughly domesticated husband or the same in a tabby.

It also goes the distance in a fancy looking flask; many of the latter look perfectly tame, but when tried they develop a kick that would put any of Missouri's long-ears to shame—the kick, of course, means trouble.

### Survival of the Fittest.

The police of the city of Chicago are being swamped by a lot of work these days by the gangs taking things in their own hands and doing their best to rid the community of those who are in the way.

Competition has always been known as "the life of trade," but in this instance it is changed to a colorful that bespeaks the survival of the fittest.

There is little doubt that gang warfare will continue until those marked out will have been retired absolutely by the machine gun process.

The question arises: Is prohibition successful?

### The "Buggy" Professor.

A dispatch from Berlin (Germany) not trying to the effect that the Prof. Schumacher, who was arrested for the theft of thousands of beg-bugs and other insects during a "trance," has been liberated.

The professor should have been exiled to American railroad camps for a period. Some of the boys would have welcomed his bugonomic propensities and made him very popular.

What are the people of Germany thinking about that they should stop such a good man in the midst of his career.

### Matching Up.

The matchmakers of the whole country have had the spotlight for ages. Theirs have been the matching of hearts and fortunes. Little of this has interested the average man, he glanced at the intriguing and smiled softly.

Now pops up a matchmaker that has friend man of the quill vive, he can now have his favorite last winter's coat matched with a new pair of pants that should "suit" him perfectly.

### Dimes Making Dollars.

The Woolworth 5 and 10 cent corporation have just cut a melon. They have declared a dividend of \$1.00 for the quarter, making a total of \$6.00 for the year.

It is the proof of the dimes making the dollar, a lesson that is very difficult for the average person to grasp—even as you, and I.

## POINTED PARAGRAPHS

BY WALTER ALLISON.

Texas woman claims she can jump 40 feet. We, too, have sat on a horse's nest.

Said one moth to another moth as they entered the modern flapper's wardrobe. "I thought you said this was a restaurant."

In these days of reckless driving it doesn't take monkey glands to put the pedestrian up a tree.

A new jazz record has been distributed abroad entitled, "I'll never leave Europe." We hope so.

That expert who says there's only six years supply of gas left seems to have forgotten congress completely.

If many more women swim the English Channel, we're going to call it the River Rouge.

We know a fellow who's so sensible that he cuts the buttons off his shirts and rips 'em up the back before sending them to the laundry.

Charity starts at home, but the same can't always be said of that darn thing from Detroit.

The dumbest gal in the world is the Brooklyn flapper who asked a Bronx zoo keeper if he'd lend her a couple of garter snakes so she could keep her nose up.

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## Judge FOR YOURSELF.

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Conscientious Cop—Gee, these crooks are gettin' smart! Wouldn't you know he'd run down that one-way street!

She—"I learned to smoke cigarettes in Paris."

He—"Good thing you didn't go to Norway—they smoke herring there!"

Irate Passenger (to bus driver)—I say, there, can't you go any faster?

Bus Driver—Oh, yes, of course, I can; but, you see, I've got to stay with the bus!—Answers.

OPEN THE YEAR ROUND. AMERICAN PLAN.

## HOTEL WESTON,

BAY ST. LOUIS, MISS.

Catering to Tourist and Transient Trade.

THE FOUR-SEASON HOTEL.

A Most Delightful and Home-Like Resort for Visitors.

Every room an outside room, all with private bath, single and double.

Address H. C. BABCOCK, Manager.

## ANNOUNCEMENT

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Has engaged an Expert Repairer and Finisher of Furniture from New Orleans, and will be glad to attend to all orders.

Upholstery is reduced 20 per cent during August.

Parlor Sets ..... \$25.00 up.

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## Wanted—Real Estate

We have Clients who are interested in purchasing Beach Homes, Beach Lots and Homes and Lots off the Beach.

Also Acreage and Farms.

If you have Real Estate of any kind to sell, it will pay you to see

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## GEARY-OAKES CO., Inc.

### GENERAL CONTRACTORS

### NEW ORLEANS



## WRITER WOULD BUILD IDEAL CITY ON BAY ST. LOUIS SHORES

Magazine Article Points Out Bay St. Louis, Tree-Covered, and Facing Bay and Gulf, Would Lend Itself to Making of Beautiful City.

Don Seitz in his book "Uncommon Americans" tells about George Francis Train, not liking a hotel in Omaha, complained to the proprietor, who told him to go and build one to suit himself. This Train proceeded to do within two months.

If I complained to you about the part of Bay St. Louis that does not please me, you might invite me to go and build a city to suit myself. After thinking it over, it seems to me if I went to build a city to suit myself, I'd select the ground now occupied by Bay St. Louis.

Starting from the ground up the broad paved streets and winding beach driveways are modern and quite up-to-date, so they will not have to be rebuilt. The manner in which many of these streets lead entirely across the peninsula from the Gulf of Mexico to the Bay of St. Louis makes an ideal place to build a city, and this large tree-covered section, situated on both the bay and the sea, could not be improved upon.

Continuing from the curbing skyward many of the present business buildings pass inspection and will not need rebuilding in order to fit into my picture of a city that suits me. The Hancock county courthouse and city hall are imposing, well-built structures; both bank buildings are modern; the new public school building and the Masonic Temple are a delight to the eye, while the parochial schools facing the sea have stood there for years; the architectural plan and general appearance is all that could be desired, so a large portion of the city as we would have it, is already built.

Leaving the business section, there are hundreds of artistic homes, and in this class must be reckoned the new Hotel Weston which is the home of many tourists and visitors while sojourning in this city in the building. Many of the homes in Bay St. Louis, some facing the sea and others with their front walk ending at the water's edge of peaceful Bay of St. Louis, are old-time mansions and estates of early settlers—these buildings are so erected with the fade-out of early history I should be shot at sunrise if an attempt were made to even reconstruct them.

Having built a score of business buildings, schools and hundreds of residences that are all that could be desired, or to be more accurate, discovered that they have already been built, upon ground acknowledged as ideal upon which to build a city, I found in an hour's drive around the water's edge of Gulf and Bay so much of good that the part I thought I did not like was lost in the fade-out into the picture of a modern city of contented people with a great vision of the future.

In being shown the Bay-St.-Louis-to-be my guides were the new blood of the city that already is, G. Greer Moore, F. S. Gentry, of the Chamber of Commerce, and A. Palmer Lott, who bustled into the picture of this historical city by the sea and caused many to wag their heads at the speed shown; all did their part in putting forward Bay St. Louis' best foot; that is, the front foot of Bay and Gulf, not counting the fifty feet where the bridge is being built across the Bay of St. Louis to connect this up-and-coming city with Harrison county.

You have noticed we have not said anything against our sister city, so the present builders cannot tell us to build a city to suit myself—if they should, and we made the attempt, we could not improve on Bay St. Louis, the nearest city in Mississippi to New Orleans, the metropolis of the South.—Way Down South Magazine.

### PRESS COMMENT

**The Schoolhouse Flag.**  
The Schoolhouse flag has been a live subject for many years and it should continue to be agitated until Old Glory waves her silken folds over every schoolhouse in America.

The Moss Point Advertiser says this on the subject:  
"Every schoolhouse in Jackson county should have a United States flag, and it should regularly fly from a substantial flagstaff. The sight of the national emblem floating in the breeze makes a patriotic appeal to every American. Such an appeal is more impressive when the flag is sufficiently large, is in good repair, and is properly mounted on a staff. It is particularly appropriate this year, which marks the sesquicentennial anniversary of the birth of the nation, for 'Old Glory' to float above every public school in the land."

"The statutes of Mississippi require the display of the American flag on or near every school building. Every school in the county should have a flag, the trustees and the school principals should see that one is had and that it is properly displayed. If possible, flag services or exercises should be held for the instruction of the children and to teach them what the emblem stands for."

"In this connection we might mention that Armistice Day is approaching and the public schools should prepare appropriate programs to commemorate the day. The county fair will be open November 11, but arrangements can be made by the school authorities to have the observance of the day before, so the lesson of patriotism will be instilled in every young heart."

### Chamber of Commerce.

The West Point Leader discusses interestingly the "Chamber of Commerce."

There are many different views as to the Chamber of Commerce, but a very strong point in favor of the organization is the fact that those who boost the organization are the successful business men of the community, and with some few exceptions those who knock the Chamber of Commerce are those who have not done so very much for themselves, the community or the Chamber of Commerce.

The Leader thus comments:  
"Every community that expects to keep step with the march of progress these days needs an organization like the Chamber of Commerce. Even though the Chamber is not always in accord with the views of those in whom you should do your duty by aiding the chamber in its efforts to make this a bigger and better city."

"The foregoing from an editorial in the Commercial Appeal of Sept. 17, is commendable to the business men, in fact, to all our readers in the county."

"We have started out finely with our Chamber of Commerce. But we must do more than start. It took a lot of pushing, pulling and wind-work to get up steam. But the nice rooms on East Commerce show that that labor was not in vain."

"Following that piece of excellent work, it is just human nature to relax and let it run on its own power. Some time ago there was an auto accident here. They wanted to get the car to Columbus. Mechanics came over, tinkered with the big Lincoln and it went to Columbus under its own power."

"Now a Chamber of Commerce is not like a Lincoln car. It can't run under its own power. Its power is in the membership, back of the officers. The members are the Chamber and not the president and secretary as we are accustomed to believe."

"A few weeks ago we published the statement of the Chamber prepared by Mr. Arthur Dugan. This statement should have been read carefully and thoughtfully by our business men and its suggestions and implications weighed and carried out."

### Absolute Proof.

The Crystal Springs Meteor furnishes absolute proof that "it pays to advertise."

Here is the proof as given by the Meteor:  
"The day he started back the hotel clerk asked him, by way of conversation, why he lives in a small town when there is still plenty of room in the big ones. And through his paper he answers the question in these words: I live in a small town because I prefer it to a big city because I have my friends; I live better and happier; I have more opportunities for improving my mind and I get more pleasure out of life than if I lived in a city. Every time I spend a few days in a city and see how many of its people live I am thankful when I get home that I live in a small town."

"A girl in Oklahoma advertised for a husband—and got him. The total expense for advertising and the wedding was \$9.00. He died within a year, leaving her a life insurance policy for \$11,000. A substantial net profit was made—and yet there were some who still claim that it does not pay to advertise."

**Bacon and Cotton.**  
Necessity has always been the mother of invention and always will be. Necessity will perhaps in the end solve the cheap cotton situation.

When cotton raises go so far that they can go no further, then they will perhaps turn around and do voluntarily what organizations, the government, and individuals have been trying to coax them to do.

The Union Appeal says this of Bacon:  
"It now seems to a casual observer that in regard to the price that bacon and cotton have departed the bacon being about three times as high as cotton. Things are wrong when this is the case. We used to hear farmers say that 95 cents for a pound of cotton with and then he can get a good hog pasture and with a little feed can raise a crop of hogs about as quickly and as cheaply as he can grow a crop of cotton. He can also find ready sale for his hogs at fine prices, either on foot or made into bacon."

"Since we have stock yards at Meridian, where all kinds of hogs, cattle, sheep and goats bring good prices, we think that now would be a good time to embark into the stock raising business, and let the cheap cotton go. It would certainly not be any more trouble to a man than is a full cotton crop, and The Appeal thinks that the owner might be more prosperous along or about tax paying time."

"An hundred-pound hog is about as easy to raise as a hundred pounds of cotton, but the pig is worth \$12.00, the cotton \$4.00."

**Why Don't They Vote.**  
The Itawamba News has a good editorial on the "Get Out the Vote Club." Editor Hardin discusses the matter in this way:

"We have almost every club organized in the United States that can be imagined by fertile minds and so we are not surprised to hear of the 'Get-Out-the-Vote' club. In every hot primary or election there is usually a committee working along this line at each poll, although the activity is not so much for getting out the vote as it is in voting the vote."

"If this club, however, has come out with the statement that the auto is responsible for the fact that scarcely more than half of the voters took the trouble to cast their ballots in the last presidential election. Figures are given, tending to show that the increase in the number of cars has been followed by a decrease in the percentage of voters. Whether there is any connection between the two is doubtful, in our humble opinion."

"If we might hazard a guess at the apathy of the voter we would say that it is caused by a growing realization that the party in power is that their vote has little value, that scheming politicians discount it, or don't count it, that politics is operated by a machine which is controlled for the profit of its directors, and that the candidates nowadays regard for the rights of the public and only want a chance to feed their appetites."

"Glad to say, however, our own Itawamba county is free from all such tactics."

**"So Say We All."**  
The George County Times is evidently for the old home town, small though it may be, and for the friends of boyhood, although their accomplishments may not have put them on the front page of the big papers.

The reasons given are:  
"The editor of a weekly newspaper in a town of 1,200 in Ohio took a few days off recently and went to Philadelphia to attend the exposition. Returning home he found that the enjoyed the show, but would have had a better time if he hadn't missed the old home town so much."

"The day he started back the hotel clerk asked him, by way of conversation, why he lives in a small town when there is still plenty of room in the big ones. And through his paper he answers the question in these words: I live in a small town because I prefer it to a big city because I have my friends; I live better and happier; I have more opportunities for improving my mind and I get more pleasure out of life than if I lived in a city. Every time I spend a few days in a city and see how many of its people live I am thankful when I get home that I live in a small town."

**About Slogans and Other Things.**  
Frank Sharbrough, of Rolling Fork, a newspaper man, has been awarded first prize in the contest for a Mississippi slogan. He submitted: "Where Nature Smiles on Every Missal." Another offering to gain official approval, made by Bruce Van Zandt, is: "Where Sunshine Spends the Winter—New Orleans Southern Exposure."

The above slogan, according to our opinion, is very good. There is no disputing the fact that slogans accomplish much good. Mississippi is coming fast and Eastern and Western capital is being pumped into the state in countless millions and it will not be long until the state will rank among the first of the Union. Mississippi is one of the greatest natural dairymaking states. The Brookhaven Creamery at Brookhaven, Miss., during 1925 received 13,240,000 pounds of milk. Mississippi has a 2600 milk-condensing plant in the South, at Starkville (the Borden plant). The state had a creamery output in 1923 greater than the combined output of Virginia, North Carolina, South Carolina, Georgia, Alabama, Florida and Louisiana.

Mississippi has the longest growing days each year for the farmer. In 1924 the state had the lowest white death rate and the highest birth rate in the Union. Mississippi ranks first among the states in the matter of health and toilet facilities at the International Health Contest in Chicago for two consecutive years. She has the world's greatest state-owned tubercular sanitarium. Mississippi has more agricultural high schools and more consoli-

dated schools than any other state in the nation.—Clarksdale (Miss.) Daily Register.

**Sunset on the Mississippi Gulf Coast—A Sermon.**  
I do not know how many of you saw that sunset Tuesday evening on the water.

The Gulf was as placid as glass or glistening ice; hardly a ripple riding its surface. The sea was one congealed.

The sinking sun changed from fired red to an old rose tint that spread upon the water, transforming the grey of the bosom of the sea into mother of pearl. It was as a giant shell turned inside out, holding all the grey and pink of its moonstone splendor. Then the sun poured down in shafts of gold, as if the 'Early Gates of Heaven' had been thrown open, to let through for one brief moment the lights of the Eternal City.

I have seen the sun rise over Casco Bay in Portland, Maine. I have seen it dip into the sea in October, over New Hampshire, and I have seen it blaze at eventide upon the Mississippi river, as it flows between the bluffs that separate the state of Minnesota from Wisconsin. I have seen it in the autumnal grandeur of an Indian summer in the great and golden west. I have seen it dipping to the water on several of the seven seas. I have seen more than that.

I have seen the Northern Lights of the Aurora Borealis play on arctic mountains of ice and snow, and I have sailed along the equator and seen the Southern Cross hang like a jewel on the sea's horizon. I have watched the moon rise and set in the tropics, but I have never seen such a picture as sun, sky and water painted in Tuesday's twilight.

If we could bring our visitors to the Mississippi Coast in October, we could bring our visitors to the beach from all over the world. Biloxi needs more poets, more artists. Editors are helpless in the face of such setting and rising suns. But I am a better man having seen it and having written about it, for here are sermons, too, in sunsets.—Biloxi News.

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Pure-bred English Barron strain  
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All good, healthy, strong, pure-  
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Take a statement from your  
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Capacity and  
Starting Ability  
A GOOD RADIO BATTERY.  
**EDWARDS BROS.**

**ADVERTISERS!**  
Remember  
The Sea Coast Echo  
Covers Hancock County  
Like the Dew.  
Cheaper than Posters  
One Ad. Tells it to  
Thousands.

## RECORD REALTY DEEDS COUNTY OF HANCOCK

J. S. Lea and Archie Fairley to F. ship 6, S. R. 14 W. Meridian, Miss. A. Earhart and Jos. Berner—Lots 1 to 11, inclusive; 36 to 48, inclusive; all in Block 57. Lots 1, 2, 7 to 24 and 31 to 36, inclusive, in Block 113. Consideration, \$1,000. Date Aug. 13, 1926. Filed Oct. 9, 1926.

Victor Favre et al. to J. Friedman—Lot "C" of Lot 27 of the Town of Waveland. Consideration, \$1,250.00. Dated Oct. 1, 1926.

Mrs. James Velich to Affidavit—Lots 16 and 17 of Blocks 64 and 67 of the First Ward of the City of Bay St. Louis, Miss. Dated Sept. 30, 1926. Filed Oct. 6, 1926.

Mexican Gulf Land Co. to Mrs. A. W. Ricks—Lots 1, 2 and 3 of Block 59 of the Clearing Harbor. Consideration, \$3,000.00. Dated Sept. 10, 1926. Filed Oct. 7, 1926.

United States to Henry Hode—The W 1/4 of the SE 1/4 and the E 1/4 of the SE 1/4 of Section 24, Township 6, S. R. 15 W., Meridian, Miss. Filed Oct. 7, 1926.

United States to Mathusim Hode, Sr.—SE 1/4 of the NW 1/4 of Section 32, Township 6, S. R. 14 W., Meridian, Miss. Dated Dec. 13, 1884. Filed Oct. 7, 1926.

United States to Sherman Smith—N. 1/4 of the NE 1/4; the SW 1/4 of the NE 1/4; the NE 1/4 of the NW 1/4 of Section 1, Township 6, S. R. 14 W., Meridian, Miss. Dated Dec. 13, 1884. Filed Oct. 7, 1926.

**NOTICE.**  
Be it ordered by the Board of Supervisors of Hancock County, Mississippi, that the Mississippi Power Company, a corporation, be and it is hereby granted a franchise and right to place and maintain upon the new bridge, shortly to be constructed across the Bay of St. Louis, by the County of Hancock and County of Harrison, which bridge is to have its starting point on the East side of the Bay of St. Louis, at or near Henderson Point, Harrison County, Mississippi, running across the said Bay and having its terminus at the west side of the Bay of St. Louis, City of Bay St. Louis, Hancock County, Mississippi, a line of creosote wood poles and electric wires for the purpose of carrying current over the same, the said right of franchise to be in force for a period of twenty-five years from this date.

The said company, its successors or assigns, shall have the right to erect its said poles and wires across said bridge and on the North side thereof, and to affix its creosote wood poles to said bridge, the said electric wires to be strung in said creosote wood poles, the said creosote wood poles to be so strung as to be complete and to be installed on each of the said poles at spaces as aforesaid of approximately 250 feet, and the entire length of said bridge, and cable to be built and maintained in said bridge to convey current across the same.

The Mississippi Power Company further agrees to furnish to the draw bridge for the operation of the motors in said draw bridge 2,000 watts service, to draw bridge pit and power transformers. The grant of this franchise does not contemplate free current and electric service by the Power Company, the consideration on the part of said Power Company being the erection of said White Way System, including all equipment, material and supplies and the maintenance thereof.

The rates to be paid for current and power furnished said System are as set forth in schedule attached hereto and made a part of the ordinance, which said schedule is hereby agreed to and adopted by this Board.

Ordered, this 11th day of October, 1926.  
**ORNAMENTAL WHITE WAY LIGHTING.**  
110-220 Volts.  
This schedule is applicable for ornamental white way lighting, which service is controlled by the Company and operated on a "dusk to dawn" all night service.

**Rate.**  
1.75 cents per watt per month for the first 3,000 watts connected; plus 1.50 cents per watt per month for the next 7,000 watts connected; plus 1.25 cents per watt per month for all over 10,000 watts connected.

**Minimum.**  
In consideration of the readiness of the Company to furnish such lighting, free renewals, and patrol service, a monthly minimum of Two Dollars (\$2.00) per month for white way lights will be charged.

**GENERAL LIGHTING RATE.**  
110-220 Volts.  
**Rate.**  
15 cents per KWH for the first 50 KWH consumed per month; plus 12 cents per KWH for the next 50 KWH consumed per month; plus 10 cents per KWH for the next 300 KWH consumed per month; plus 7 cents per KWH for the next 600 KWH consumed per month; plus 5 cents per KWH for all over 1,000 KWH consumed per month.

**Minimum.**  
In consideration of the readiness of the Company to furnish such service a monthly minimum of one dollar and fifty cents (\$1.50) will be charged.

**GENERAL POWER RATE.**  
**Rate.**  
6.0 cents per KWH for the first 1,000 KWH consumed per month; plus 4.0 cents per KWH for the next 5,000 KWH consumed per month; plus 2.5 cents per KWH for all over 6,000 KWH consumed per month.

**DETERMINATION OF CONNECTED LOAD.**  
For the purpose of having the minimum charge, the connected load will be the total installation that can be connected to the lines at one time in horsepower, determined as follows:  
The name plate rating of all motors by multiplying the rated H. P. output of the type battery charger in KW by 2.67 to convert to horsepower.  
The connected load in horsepower shall be taken to the nearest tenth of a horsepower, but never less than one horsepower.

**MINIMUM CHARGE.**  
In consideration of the readiness of the Company to furnish such service, the following monthly minimum will be charged:  
10 H. P. of Connected Load, plus \$3.00 per H. P. per month for all over 10 H. P. of Connected Load.

All of the above rates are net and payable within ten days from date of bill. It is hereby agreed and understood and so ordered that the above rates are the schedule now in force and effect by the Mississippi Power Company and should here be a reduction in the rates made by the Mississippi Power Company to its customers generally during the life of this agreement, then Harrison and Hancock Counties shall be given the benefit of such reduction in rates.

United States to Sylvester Ladner—SW 1/4 of the SW 1/4 of Section 24, Township 6, S. R. 14 W., Meridian, Miss. Dated June 27, 1912. Filed Oct. 7, 1926.

Jordan River Turpentine Co. to A. J. McLeod—Lot 1, on division "C" of Mauffray estate. Consideration, \$1,000. Dated Oct. 1, 1926. Filed Oct. 3, 1926.

United States to Nicholson Haas—S. 1/4 of SW 1/4 of Section 25, Township 7, S. R. 15 W., Meridian, Miss. Dated Dec. 27, 1872. Filed Oct. 7, 1926.

C. I. Jayner to A. J. McLeod—SW 1/4 of the SE 1/4 of Section 14, Township 7, S. R. 15 W., SE 1/4 of the NE 1/4 of Section 36, Township 6, S. R. 15 W., Consideration, \$1,000. Dated Oct. 5, 1926. Filed Oct. 7, 1926.

State of Mississippi to Irene Ladner—Lots 2 and 3 of NW 1/4 of Section 24, Township 6, S. R. 14 W., Hancock county Dated Aug. 27, 1926. Filed Oct. 7, 1926.

Charles Moran and Mabel Moran to Sam L. Martin—5 1/2 acres in SE 1/4 of Section 28, Township 5, S. R. 15 W., Hancock county. Consideration, \$400.00. Dated Sept. 11, 1926. Filed Oct. 7, 1926.

**NOTICE OF SALE OF BONDS.**  
Sealed bids will be received by the Board of Supervisors of Hancock County, Mississippi, at the office of the clerk of said Board not later than 11 o'clock a. m. on Monday, November 1, 1926, for \$500,000.00 of 5 percent bonds to bear interest at the rate of 5 1/2 percent. Each bid for such bonds must be accompanied by a certified check in the sum of \$10,000.00, payable to the Board of Supervisors of Hancock County, Mississippi, as evidence of good faith in submitting the bid and all bids submitted must be without any condition except the one provided, upon penalty of the forfeiture of the deposit, and the certified check accompanying same must be unconditional and must be issued by some bank doing business in the county of Hancock, state of Mississippi.

Bidders' bonds shall not be accepted in lieu of certified checks.  
The successful bidder, for said bonds must pay the purchase price, premium and accrued interest thereon, to the date of delivery, to the treasury of Hancock county, Mississippi, within ten days after the date of validation of said bonds shall become final. The Board of Supervisors will have said bonds validated and pay cost thereof.

The Board reserves the right to reject any and all bids.  
This the 8th day of October, A. D. 1926.  
A. A. KERGOSEN, Clerk.  
By A. G. FAYRE, D. C.

**ORDINANCE.**  
An ordinance amending Ordinance No. 2 providing for salary of City Secretary so that the same shall read as follows:  
Section 1. Be it enacted by the Board of Mayor and Aldermen of the City of Bay St. Louis that the salary of the City Secretary shall be over \$1,800 per year to be fixed by the Board by order approved on its minutes.

Section 2. That in addition to said salary the Board of Mayor and Aldermen may allow the City Secretary an amount not exceeding two hundred dollars (\$200) per year for copying the assessment rolls of the city for the year 1926 and each year thereafter.

Section 3. That all ordinances or resolutions in conflict herewith are hereby repealed.  
Section 4. That this ordinance take effect and be in force from and after its passage without publication.  
Approved in open board this the 2nd day of October, 1926.  
O. Y. BLAIZIE, Mayor.  
S. J. LAUNIER, Secretary.

**1st for 9 consecutive Years**

For the ninth consecutive year Buick has won first choice of space at the National Automobile Shows.

This is Leadership! For this honor goes annually to the member of the National Automobile Chamber of Commerce with the year's largest volume of business.

For any other car to equal this would mean retaining continuous leadership until 1936—almost another decade.

The industrial history of America records no more brilliant achievement than these nine successive years of Buick dominance.

**Buick**  
MAGNOLIA MOTOR CO.,  
1504 Twenty-third Avenue,  
Gulfport, Miss.

## Q An advertisement

in a Home Newspaper, thoroughly circulated, like

## The Sea Coast Echo

is a business investment. Progressive and prosperous business people recognize this fact. Advertising is a leading factor. It stimulates trade and produces results. A go-getter in every sense.

QA yearly contract with

## The Sea Coast Echo

will prove the hereinabove statements.

Chas. G. Moreau, Publisher,  
Echo Bldg. Bay St. Louis, Miss.



## FUTURE OF MISS. GULF COAST IS SOUND AND SAFE, OUTSIDE OPINION

Mississippi Gulf Coast Occupies Center of New Stage, Whereby Experience of Others Order of Things Have Changed.

Those who have witnessed the national real estate market during the past decade have, in many instances, been reminded of race track days when, after the final event, the grounds would be literally covered with tickets representing the horses that didn't win.

Since the California "boom" has almost every section of the country has seen its Hollywood rise up out of the mist, like the Utopia of which Plato dreamed more than 2,500 years ago, creating a temporary ripple of enthusiasm, only to end with a wail from the last buyer who thought the peak had not yet been reached.

California, with a natural stage setting that was enhanced by the glare of her klieg light publicity, attracted the eyes of the nation. Los Angeles was the spot where the public hit the pond, and like the circular wave that grows and expands in the pond until it wastes itself away, Los Angeles reality values spread and grew until the ultimate slump.

Florida played the "heavy" in the final act of our "boom" drama, which opened with a modern Ponce de Leon discovering everything in the world that his ancient forbear had overlooked, with the exception of the proverbial "spring".

With climate and scenic beauty that responded to the lure of this magic state by either hitting the trail personally or sending their money. Hundreds of millions of dollars were poured into the development of cities, towns and residential communities, garnished with cowering skyscrapers and palatial hotels. Then, like a bolt out of the sky, came Florida's real estate crash.

Too rapid inflation of prices with too premature discounting of future value has been, and always will be, the principal cause of real estate slumps and crashes.

Population must follow, and not lead, the growth of commerce and industry. Los Angeles has again caught up with herself, and with a sound economical foundation, represented by hundreds of diversified industries, has fulfilled every promise made in the past.

That Florida will do the same thing cannot be doubted. Today, the Mississippi Gulf Coast occupies the center of the stage in a new drama, where the order of things have been changed by experience and far-sighted producers.

Their vision of its future is based upon an economic principle, where population will follow the natural and necessary growth of commerce and industry.

With climate and scenic beauty that compares with any other place in the world, combined with its strategic location for manufacturing and shipping, the Mississippi Gulf Coast is destined to become the most thriving and substantial section of the South.

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## BAY ST. LOUIS CITY SCHOOLS

The school children and teachers of the City Schools unite in thanking the managers of the A & G. theater for issuing a number of complimentary Saturday matinee tickets to the most deserving pupils. We appreciate the co-operative and thoughtful spirit that attends this gift.

The following Central School students were awarded tickets last week, the same being won on punctuality and regularity of attendance, deportment and the grade of work done:

Primer "A"—Howard McArthur. Primer "B"—Audrey Taconi. First Grade—Iris Joullin, Frank Taconi. Second Grade—Billy Starr Dorotha Fayard. Third Grade—Ulysses Fayard, Bill Cooper.

Fourth Grade—Terrence Ansley, Frances Note. Fifth Grade—Carl Clauset, Lucille Casanova.

Sixth Grade—Katherine Heitsman, Coy Ladner. Seventh Grade—Burr Marshall, Carol Joullin.

Eighth Grade—Mary Elba Marshall, Grady O'Neal. Ninth Grade—Clyde Sylvester, Katie Watts.

Tenth Grade—Yvonne Tremoulet, Lenora Dubuisson. Eleventh Grade—Leonora Blau, Barbara Sick.

Twelfth Grade—Virginia Chapman, Clara Ladner.

A short but interesting program was given by the pupils of the primary department last Thursday, for the regular weekly assembly meeting, under the direction of Mrs. Ashcraft and Miss Saucier.

The program was as follows: A Song—"Ten Little Indians." Reading—"Jes-Pre-tend." Dialogue—"The Broken Doll." Reading—"Goodness Sakes Alive." Song—"School."

The pupils of the primary department, which now number 75 are all wide awake, trying hard to master each day's task.

Mr. Gillis has turned over for the little folks pleasure, two indoor balls and bats. Thanks, they were needed. The pupils of Miss Blaise's room, third and fourth grades, are becoming more interesting in their work as study plans advance them further each week. They feel that they have accomplished weeks of hard work, and are anticipating the gaining of more knowledge and pleasure in school work during October.

The fifth grade, under the care and supervision of its instructor, Miss Mitchell, will visit the printing office Friday afternoon of this week, with Mr. Moreau's permission, to study the process of printing a newspaper.

The fifth grade gained the desire to learn more about "printing processes" after a study of the subject during one of their reading classes recently.

Grammar Grade Notes. (Eighth Grade, By Class Reporters.) We had a very puzzling problem to work in mathematics this week. For our parts, we think it would have "stumped" the best minds in Holme's carpet department. The problem: "A 27-foot by 12-foot carpet with a pattern is to be laid lengthwise of a room 17 feet 6 inches long and 14 feet wide. How much is wasted in matching? Draw a plan. How much carpet is needed in all?"

We will give you the benefit of the answer. It is 1 yard, 41 5/8 yards. Mrs. Sylvester wishes to thank Mrs. Beeson for the complimentary copies of the Times Picayune for the library and her room.

We have welcomed two new pupils into our midst. They are Katie Favre and Ernest Wilson. This is an intelligence test for the eighth grade. See if you can answer these questions promptly:

1. What is a pronominal adjective? 2. Is an intransitive very ever passive? 3. If a wealthy man hired another man to take his place in a war, and that man was killed, would the wealthy man be pronounced legally dead? 4. Why is a ship referred to as "she"?

Freshman Class Notes. "The Freshies" are very glad to have several new pupils with them this year. We suspect that we will be the first class to enter the new school building—during February (?) Being in high school gives us many new responsibilities. One of the most important responsibilities is to read an English report each six weeks and write it up in our new "Royster Report Blanks." This six weeks we have found the reading of "Midsummer Night's Dream" interesting.

According to Shakespeare, the four years of high school can be summed up as follows: First Year—"A Comedy of Errors." Second Year—"Much Ado About Nothing." Third Year—"As You Like It." Fourth Year—"All's Well That Ends Well."

We are looking forward to the last year.

Sophomore Class Notes. The Sophomore class had its first class meeting today, October 12. The election of officers was in order. The following people were given office: President, Yvonne Tremoulet; vice-president, Lenora Dubuisson; secretary, Clara Ladner.

Junior Class Notes. Howdy!! The sophisticated Sophomores underwent another metamorphosis last spring, and have returned six Jolly Juniors. This gleeful group held a meeting after school, Tuesday, and elected the following officers: President, Helen Chapman; vice-president, Leonora Blau; news reporter, Marie Adams.

All future meetings will be held every second Wednesday, as was decided at the aforesaid meeting. Dues will be 10 cents each meeting. A short discussion of the election of class officers was held, and it was decided to get the cutest ever.

We are sorry to endure the loss of one of our "sophisticated Sophs," but are glad to receive two new members on our year's journey. The class roll, to date, is as follows: Helen Chapman, Gladys Colson, Leonora Blau, Marie Adams, Barbara Sick, Lilla Ladner.

We are called the Catty club, and if so, hope our minds will prove as bright as our eyes.—The Cats!

Senior Class Notes. Yea! Senior class held meeting last week. It was presided over by Mr. Ingram. The officers elected were as follows: President, Virginia Chapman; vice-president, Herman Ingram; secretary and treasurer, Mary Blau; class reporter, Clara Ladner; class historian, Stephen Straghan.

This was the first meeting the seniors have held, and we are glad to see the old students together once more.

Commercial Department. Three new Underwood typewriters have been added to the Commercial department at Central school. Many of the students have been looking forward to the new machines as the enrollment in typing is quite large this year. Almost every student in the high school is taking up the course. One can hardly expect to hold a position now without a knowledge of this subject.

The bookkeeping practice sets have come in and the regular routine of that subject will begin at once. The first and second year classes are both delighted as they won't have to rule any more papers.

You ought to see that second year shorthand class at work! You remember last year they received certificates, well, this year they'll be receiving gold medals! We must not show anything about it, however, for the first year class would feel slighted if we did. One diligent student in the first year class was heard to say that she has been studying shorthand so much lately that when she started to write a word she spelled it the way that it sounded. Now, you know that when it gets that way, we really ought to say a word or two about the able instructor who can make her classes so interested in their work. This is Miss Teberne's second year at Bay High school, and we hope that she will be with us for many years to come.

"Really!!" Herman: "I have a cold and do believe that I caught it in bookkeeping class when Steve was making those drafts."

SCHOOL ATHLETICS. Girls' Basket Ball. The Bay High school has nineteen girls who "comeout" to practice regularly. They are as follows: Virginia Chapman, Yvonne Tremoulet, Lavinia Gex, Marie Adams, Ruby Almany, Barbara Sick, Marion Saucier, Frances King, Norma Gex, Myrtle Baker, Lisa Erwin, Hona Ansley, Katie Watts, Mary Elba Marshall, Mariam Summersgill, Imelda Raymond, Edith Ladner, Helen Chapman, Gwendolyn Ziegler.

The whole high school is anxiously awaiting the "survival of the fittest"—to see who will be chosen for the first team.

Keep on working girls—we're for you. Football. The Hi football team is getting down to hard practice. The boys are showing results by split tongues, strained fingers and black eyes.

This Friday, "the team" will play the G. C. M. A. Juniors. Although Capt. Herman Ingram was knocked out in yesterday's practice, he is determined to lead the team to victory.

"The team" has several good games scheduled for this season. We're betting on you! Come on, team, fight! Fight! Fight!

Cheers. Rah! Rah! Rah! Team! Team! Team! At 1:45 o'clock Wednesday noon of this week, Laurin Gex, the Bay Hi cheer leader, called all the rooters together for a yell practice.

Everyone seemed full of pep and rooted his loudest for the team. With the backing of the students, and the able coaching of Mr. Gillis and Prof. Ingram—just keep it in mind to watch for results Friday.

TAYLOR SCHOOL NOTES. Our enrollment to date is 53. The work in Taylor school is moving along satisfactorily. We are well up in all the grades.

Mr. Ingram was with us Wednesday morning at the opening hour and the teachers and pupils enjoyed his talk. We are always glad to see Mr. Ingram.

Our first P. T. A. meeting was very well attended and matters pertaining to school work were discussed, especially playground equipment.

Grounds for basket ball court has been secured and in a very short time will be ready for games. We hope to have a good junior team.

These winning moving picture tickets last week are as follows: Primary Grades—Myrtle Rickins, Winnifred Drackett, John Paul Smith, Henry Carmichael, Van Adam, Ella Brooks Canty.

Intermediate Grades—Grace Waters, Genevieve Beaman, Leola Bourgeois, Ellen Canty, Homer Carmichael, Darrell Straghan.

R. W. WEBB SCHOOL NOTES. "Top of the morning to you." The pupils of the Webb school are wide awake and feeling fine. The following want to express their thanks

## RECORD-BREAKING CROWD IS EXPECTED UPON GULF COAST

Thousands Slated to Live at Playground During Cold Weather—Four Major Hotels Ready For Influx—New Era at Hand.

BY GORDON HUFF, in N. O. Times-Picayune.

Offering a balmy winter climate and adequate hotel facilities, the Mississippi coast this winter is expecting to entertain a record-breaking crowd of winter visitors.

Thousands of dollars now are being expended on the Mississippi coast in construction of homes by Northerners and Middle Westerners—visitors here during last winter and summer—and it is expected that many of the visitors during the coming winter will remain, making their permanent homes in this section.

Four new hotels. Four new hotels and commercial buildings will be opened on the Mississippi coast during the winter, between Thanksgiving Day and Feb. 1, and ample accommodations will be provided for those making the trip South this winter.

It is expected that thousands will take advantage of the proximity of New Orleans, making their homes on the Mississippi coast during the winter while the world's longest racing season is under way in the Crescent City. Inquiries already being received by hotels on the coast indicate that many contemplate combining a visit to this section with the pleasure of witnessing the New Orleans Carnival and attending Mardi Gras events.

The nearness of the Mississippi coast to New Orleans—"the World's Most Interesting City"—is one of the major drawing cards of this section for four-season resort, a well arranged train schedule giving eleven trains a day in and out of the city. The nearness of the coast also is of benefit to citizens of New Orleans, many of whom for years have made their homes in this section, carrying on their business in the city.

Thousands Expected. Real estate developments now going on and record of sales indicate that thousands of New Orleans citizens in the near future will make their homes in this section, particularly in and around Bay St. Louis and Waveland, the nearest coast points to the city.

The position of the Mississippi coast, lying as it does out of the path of severe hurricanes and high tides, indicates the safety in construction of residences, commercial houses and industries in this section. The chain of islands lying from seven to twelve miles off the shore forms a natural breakwater, protecting this section from high tides and forming a barrier against winds.

Seawall Proves Worth. During the recent winter storm, little of which struck the Mississippi coast, the seawall recently constructed along the Harrison county shore line, at a cost of \$2,000,000, proved its worth. Although the tide at no time reached a height of more than three and one-half feet, it clearly demonstrated that the expenditure

was put to a good purpose, and no part of the beach front was damaged. It is freely predicted that the Mississippi coast has before it, during the next few years, one of the greatest building and general development programs in the history of the South, becoming one of the finest all-year resort centers in America.

In the course of the next two or three years, with completion of bridges now under construction, and contemplated, the Mississippi coast will be united into one great city. This great city, when connected by bridges with New Orleans, practically will be a part of that city, Bay St. Louis being a two-hour drive, and it is expected that the section adjacent to Hancock county's coast will show New Orleans citizens in a majority of its population.

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In the course of the next two or three



# SOLDIERS OF THE SEA IN DISASTER

Stanislaus Subjugates Navy Team of Algiers—Marines Lose By 25-0.

BRADLEY IS STAR

Graphic Story of How the Rockchaws Totaled Seventy Yards in Game.

Any spectator looking over the field of players last Sunday just before the initial kickoff, would have sold the Rockchaws' chances for a scanty mess of the proverbial porridge. Linked up to defend the North grid that would have put the ice to most anyone's ambition. They were of the type that our Uncle Sam nourishes and keeps in the pink of condition.

Well, Sadie, it looked like curtains. What we are prone to call (in our peculiar sympathetic manner) the "po' lit Rockchaws," stacked up rather slimly against these burly wretches wearing the Croix de Guerre, etc., from the denseness of Chateau Thierry, we sighed and hoped.

Hark, ye! Say, come down while we tell you guys some'n what'll hold ye for a moon or two—listen, we're going to spill it now.

Did you hear us say anything about the "po' lit Rockchaws"? Well, bo, we take it back; we didn't mean a darned word—in fact, we just admit that we didn't know what we were pouring out. We throw in the sponge! The Commagere tribe are the "stalwarts," cause they waded through the men of Algiers the same as Jimmie or Johnnie waded through mud, and they put the kibosh to the scoreboard to the tune of 25 to 0 in four intense and fighting quarters of real gridiron stuff.

"David" Bradley. The Rock tribe went into the fray with the song of the old packing house refrigerator. They had in their midst (up their sleeves) a little David, surnamed Bradley, and when they found the going good, out this same kid, loose with his prowess, and down came Mister Goliath. This Rockchaw, with his one hundred and thirty-five lbs., was in the game from soup to nuts and he brought in a card of seventy yards gain.

Bradley is from the backfield—the star player in the firmament—you've seen them before, they're Rockchaw stars.

The Game. The contest started with Bonura kicking to the Marines' ten-yard line to Goff, who brought it back ten yards before Schwartz tackled him. Hudson went through off-tackle for a gain of twelve yards, and it looked like he was going to break clean till little Bradley encircled his legs and dropped him. Hudson tried to repeat, but failed. A short pass was perfected, but not ten yards. Things began to warm up. Dyess gained one yard off-tackle, but a penalty of fifteen yards for off-sides put them back. A forward pass was resorted to, LaNasa intercepted and took it ten yards before they caught him.

After that, Bradley was given the pigskin and he raced around left end for twenty-five yards. Schwartz got five more through tackle and Bradley carried it ten more round right. Glover then gained twelve yards off-tackle. With the shadow of the posts near, Schwartz passed to LaNasa for a touchdown. The try for point failed.

Bonura kicked from position to the Marines' twenty-yard line. Hudson tried off-tackle, but got no where. Holding cost the visitors fifteen yards, and they punted to Bonura for a forty-eight. Bonura kicked left end for ten yards, but the locals were penalized. A pass, Schwartz to Bonura, went some, Big Zeke running like a demon till they chased him out of bounds at the enemy's thirty-eight yard line. Bradley was called on again and he responded with a seven yard pass for twelve yards. Then Glover, in a grand off-tackle plunge went through for the score, but he failed to kick the extra point. Score, first quarter, 12-0.

The soldiers seemed to realize that things were going against them a bit too strong, that old "Devil-Dog" spirit was awakened and they became a bunch of real fighters. A thing that they should have started at the beginning of the game.

They began to pound the line hard and it was all the Rockchaws could do to hold them back. It became a punting duel between Crocker, for Navy, and Schwartz, for the college. One good gain took place when Schwartz passed to Bonura for a little for thirty yards. It was a very little for thirty yards. The order of the day and when one side looked as though they were on the March through Georgia, a penalty would drag them back like the cat climbing the wall.

The fourth quarter found a drizzle of rain falling, dampening the spirits of the spectators, but cooling off the players; the Rocks worked the pigskin down field to Navy's thirty-five yard line. Glover went round left end for fifteen and on the next play made a beautiful dash through a broken field for twenty yards, more than he had made from time to time when one side looked as though they were on the March through Georgia, a penalty would drag them back like the cat climbing the wall.

The Rockchaws put the next finishing coat to the picture in a rather quick order. Bonura kicked off the Navy's fifteen-yard line. Harris brought it back ten yards, Hudson went off-tackle for three, and repeated on play for four more. It looked like first down on the next play, but Menou broke through and threw a punt to Schwartz' mid-field. A short punt to Navy's thirty-yard line. A short pass to Bonura from Harris. A short pass to Bonura from Harris. A short pass to Bonura from Harris.

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the way for the score. A pass for extra point was tried but failed—25-0.

**Marines Threaten.**  
On the next play Zeke kicked short and Navy got the ball on their forty-eight yard line. Crocker went off-tackle for eight yards and repeated for fifteen. An end run was attempted, but Zeke broke through and felled the runner for a loss of six yards. Here the Marines looked like scorers. A long pass was caught by McCaul and he raced for goal. Schwartz was the last man for him to pass, but there he stopped for Marchie nailed him on the Rocks' seven-yard line. Odds were on their scoring. The next play went off-tackle and went to the line, but they fumbled and when the smoke cleared Burns had the pigskin hugging, it close just inside the line, saving the day.

The visitors did not threaten any more after that and when the final gun fired the ball was in Rocks' possession mid-field.

**Line up:**  
McCarney.....L.E.....Stanislaus  
Garland.....L.T.....Bonura  
Watkins.....L.G.....Hunter  
Hinson.....R.G.....Montz  
Harris.....R.T.....Legler  
Brown.....R.E.....Zaubrecker  
Dyess.....Q.B.....LaNasa  
Goff.....R.H.B.....Burns  
Glover.....L.H.B.....Glover  
Crocker.....F.B.....Bradley

**Scores:**  
Algiers Marines.....0 0 0 0—0  
Stanislaus.....12 0 0 13—25  
Officials—Gaddy (A.M.), referee; Orner (L.S.U.), umpire; Glover (A.M.), field judge; Green (Tulane), headlinesman.

## COMMENT ON SPORTS

The football season brings a discussion as to the propriety of the habit of one college in sending spies to report on the play of opponents. Most of the coaches seem to favor abolishing the practice, although several well-known football mentors favor it.

One objection advanced by one coach to abolishing the custom is that if regular scouts are withheld alumni will send in reports of the opposing teams, and that eventually this is sure to cause hard feeling. The point is well taken, we believe.

Gene Tunney tells us that he won his championship by a right hand cross to the jaw in the first round, which made Dempsey groggy and enabled the challenger to maintain a lead. The new champion is high in his praise of Dempsey, and recently remarked in New York, "I would like to have the boys be kind to him because he is a darned good sport."

He smiled through it all, and at the finish when he must have been in pain. That's gameness.

The world's series was an interesting, hard-fought affair. The first three games were easily won by excellent box work on the part of Pennington, Alexander and Haines. The fourth showed ragged pitching on both sides and wonderful batting by Babe Ruth. The fifth was another good pitching battle. The shift of the series to New York brought an interesting conflict.

The teams were very evenly matched and the final decision was largely due to the condition of the opposing pitchers on the day that they happened to get into the box. Good sportsmanship prevailed. The New York fans cheered the Cardinals to the echo and the St. Louis fans, appreciating Ruth's great performance in making three circuit clouts in one game, implored him to make it four, and booed the home team's twirler for not letting him have a chance to do it.

Dallas, in the Texas league, whipped New Orleans, in the Southern, for the Dixie championship. Toronto, of the International, made pie out of the League's Colonels of the American Association. While these contests do not claim as great attention as the big series they are nevertheless interesting, and very important to the fans whose teams take part.

Vincent Richards having joined the ranks of the professionals finds much criticism and some commendation. For ourselves we have never been able to agree with the usual definition of "amateur." We see much sense in the viewpoint of Richards, that he might as well get some of the big money to live the life of a professional as to live the life of an amateur. There is no reason why a golfer, like Bobby Jones, for example, should not cash in on his ability, and we would be the last to criticize an amateur star for going into the game as a pro.

## HISTORICAL FILMS.

Citizens of the future will see history enacted, as well as read about it, in a plan proposed by Will H. Hays, head of the moving picture industry, in a book of the same title. The book suggests that space be provided in the new Archives building to be built in Washington for the storage of many thousands of moving pictures of events which will have a permanent historical interest.

Many such films are now being preserved in various vaults throughout the country, beginning with the inauguration of President McKinley, and including pictures made during the World War.

With proper care negatives, as now made, will last for many years, and the pictures may be made from time to time when originals begin to show signs of deterioration. Attempts are being made to develop a process whereby the life of films may be prolonged indefinitely.

Think what it will mean to posterity to have the life of the nation on the screen in historical events exactly as they were enacted centuries before.

# STORIES IN AND AROUND BAY ST. LOUIS TOWN

BY THE MAN AROUND TOWN

Buy Your Hat in Bay St. Louis.

Civic pride, patriotism or what ever you might choose to call it, there is one youngster in this town who believes in Bay St. Louis.

If the spirit evidenced recently continues to assert itself as he grows older he is going to be a future citizen full of boost for his home town. If the other youngsters of his generation become inculcated with the same views—well it's no telling what kind of strides this burg is destined to make.

Recently this lad had a slight attack of melancholia. All of us have these attacks at times. Some folks call it the blues, others say they got up wrong, others maintain they are just out of sorts with the world and everybody in it. No matter what the name you apply, the feeling is all the same. You feel rotten and you think everything around you is just about as punk as punk can be.

This lad while in this mood decided that Bay St. Louis was about as dull a place as folks ever inhabited. He could find nothing to do around here and nothing to amuse.

He framed these thoughts in words in the presence of his mother. She told the lad he must be ill. Thereupon she pulled down the bottle of castor oil and measured out a generous portion for her young hopeful. He bucked of course, but it was of no use. His mother knew he was sick and when kids get sick, castor oil is the first aid precaution.

Nothing more was heard of things being no good around town, and the lad was normal once more. He found plenty to occupy his time and things were moving along lovely.

About a week after this the older folks of the household were planning a trip to New Orleans. Just a little pleasure trip with nothing of any special importance to be attended to while in the city.

Then the youngster's mother remembered that it is the beginning of the fall season, and the women folks somehow know that with the opening of the new season, it is time for a new bonnet. This mother, like all other women, decided she needed a new fall hat. So during the planning of this trip she said that this would be a fine opportunity for her to get her new fall hat. She overheard all of the talk and when his mother stated that she intended to buy a hat somewhere else than in this town he was right on the job.

"What are you going to buy a hat in that town for," he said. "Can't you find something to suit your going here at home? There are plenty of hats right here and if you can't get what you want here you must be bilious."

The hat was purchased in Bay St. Louis, and The Echo readers know from which store.

## Ladies First, Always.

One of the he-man residents of Bay St. Louis raved up and down the street a few days ago buttonholing almost everyone he met and read to them a lot of figures recently compiled by the government statisticians while standing in front of one of the beach drug stores.

He commented vehemently about women criticizing the men folks for the money they spend on cigars, cigarettes and the like and then he would say: "Just listen to this, aren't they a fine lot to be accusing us of throwing money away when the government shows that we are the ones who are spending the money on the list of figures from a printed slip he held in his hand.

Not being so fortunate, or rather unfortunate as to be one of those who was being forced to listen at this outburst, but still being a little curious to know what it was all about, I eased over a little closer during one of the storm periods and it was not long before I got the whole story.

It was all about the amount of money the lady folks are putting into face powders, rouges, toilet waters, perfumes, hair dyes and dyes, and must say the figures were somewhat astounding.

According to the report which he said the government had just issued for the year 1925 the total amount expended for this class of goods was \$14,486,000. This was an increase of \$22,250,840, or just about 19 per cent, over the report for the year 1923.

Then came the reading of the amounts under different classifications as follows:  
Creams and rouges, \$35,178,000; dentifrices, \$25,496,000; talcum and other powders, \$21,423,000; perfumes, \$20,544,000; hair tonics, \$9,480,000; hair dye, \$1,616,000; other articles, which were not classified, about \$23,000,000.

When he had concluded the list of figures he would blow up in another storm and dash off to find some other victim who he would force to listen to his story.

According to these figures it seems that articles for facial make-up are going strong with these old women. The hair youth came in for only a very small part of the total.

There may be something in what this gentleman had to say on the subject, but what's the use of butting one's head against a brick wall. Women folks ever since the old world was populated have had a knack of doing just like they want to. And no one has yet dared, and we doubt if there ever will be one who will, to stop them.

## NUMBER OF AUTOS SHOWS INCREASE

Total Number of Automobiles in Mississippi is Now Over 200,000—Large Increase Within Last Year—Gasoline Tax Over Five Millions.

For the first time in the history of Mississippi there are more than 200,000 automobiles registered in the state.

Reaching the 180,000 mark by the end of the first six months of 1926, registration during July carried the total number of automobiles to more than 200,000, George D. Riley, state auditor, announced this week. On July 23 there had been 213,000 automobile license tags distributed to the various counties and sheriffs reported that very few were left on hand. Mr. Riley was unable to give the exact figures on the number sold pending reports from the counties. He indicated that the amount would approach 205,000.

"Present indications are that the automobile registration will easily reach the 225,000 mark predicted when tags were ordered from the manufacturer. The original order of 200,000 was increased by an additional order of 25,000 and there is a possibility that even additional tags will be ordered," the auditor said.

Good highways was given as one of the reasons for the enormous increase in the state this year.

"This also shows another thing," Mr. Riley said. "The people of Mississippi are not broke and are enjoying prosperity. The gasoline tax will again amount to figures in excess of \$400,000. This amount monthly, with strong probability that it will increase during 1927, indicates that the gasoline tax will amount to more than \$5,000,000 a year, or half million more than the legislature estimated. This increase in registration could not be foreseen."

Leading officials of the south who have had an opportunity to study law requiring containers with certification of ownership on automobiles in Mississippi have expressed the opinion that thievery will be held to a minimum.

## FARM GOSSIP

(BY L. S. W.)

### More Autos Than Tubs.

While we haven't the figures to bear us out we believe that we can safely say that there are many families who own automobiles that do not own bath tubs.

We would venture to say too that there are more garages than bath rooms, although many car owners in the South never turn their machines under sheds and there are also homes that have bath tubs curtailed off and no regular bath room.

It took a long time for bath tubs to become universally used, but the laws were passed forbidding their use and they were regarded as a menace to health. At one time it is said that Virginia put a tax of thirty dollars on each tub in an effort to keep them from being used. Some cities required bathers to have a prescription from a physician before they were allowed to take a plunge.

It is also said that much-to-do was made over the fact that one of the English queens had a tub and bathed once a month whether she needed it or not.

Of course, practically all of you who are reading have modern bathing arrangements in your home and know that there is not greater convenience known to man than a good tub and plenty of running cold and hot water in the home.

### House Wives Still Make Bread.

Some times when one sees the wholesale bakeries scattered over the country and the many fleets of bread trucks traversing the roads they will perhaps think that old-fashioned home baking has been put into the discard; but this is not true.

A recent study of what becomes of the flour produced in this country brought out the fact that there are about 33,000 commercial bakeries of all kinds in the United States. These use about 42,000,000 barrels of flour, while 64,500,000 barrels were used in the home and baking institutions in 1923, which is the last year that complete figures are available. It is estimated that about 43,000,000 barrels were used for strictly home baking.

Biscuit and cracker bakeries use a number of million barrels of flour during the same time and if this is taken from the total used is estimated that considerable less than half of the flour was used by bakeries in producing bread and rolls. So it seems that home baking still holds sway in this country.

### Beef Clubs Good.

In a number of sections of the United States farmers have organized beef clubs or beef blocks, for the purpose of supplying themselves and their families with beef every week, the members take turn until the circle is complete and then start over again.

The man doing the butchering cuts the beef up into number 1 and number 2 quarters and weighs each cut. Each farmer takes his number 1 and number 2 cuts of each of the quarters until at the end of eight weeks each farmer has had a piece from each of the cuts. This everyone gets his share of the choice cuts and no one gets more than his share of the cheap cuts.

Complete records of all weights are kept and at the end of sixteen weeks all the settling up is done, based on the prevailing price for dressed beef.

## WORK AND PLAY AT S. J. A.

**Mission.**  
Zeal for the salvation of their own souls as well as for that of their neighbor is the motive impelling the girls of S. J. A. to attend in large numbers the Mission now being preached by the Redemptorist Fathers.

**Freshman Play.**  
Tuesday morning Reverend Father Higgins visited the convent in order to establish the Society of the Propagation of the Faith among the school children. He gave them a very interesting talk which was much appreciated by all who attended.

**Columbus discovered America** in 1492, but had you seen the Freshmen as they enacted the principal scenes of the discovery you would have thought he had reached the New World in 1926. The faculty and student body who witnessed the play enjoyed it thoroughly. The Freshmen's play on Columbus at dramatics argues well for their chance of becoming great stars.

**Class Rings.**  
The Seniors are very much enthused over the class rings which they have chosen. The girls believe that an earnest effort of prevention is worth a pound of cure, and so have ordered their rings in the smallest sizes possible.

**"All's Well That Ends Well."**  
Strange, but nevertheless true, the "Freshmen" all live to tell the tale of their initiation. Still a bit fearful and a trifle weak they assembled in the basement Friday afternoon for the last act of their initiation. The Seniors having found them good sports treated them to "punch and cake" to make up for the "eggs," shoeless hop "high-balls," etc. of Wednesday the 6th.

**Notice.**  
The Seniors are glad to announce that they have at last found their long lost mascot, "Scary Ann," who was left to them by class '26 in the company of Spark Plug. Judging from appearance "Scary Ann" must have been having quite a few wild rides, for her hair was literally standing on edge when she was found.

**We Wonder Why—**  
Evelyn doesn't make mopping her hobby. Vivian enjoyed Saturday night so much. Judith is partial to the color, red. Verna likes the initial on her new basket ball shoes. Hazel doesn't like to leave the drug store on certain Monday nights. Ida Kate can't learn Latin. Lullie has given up candy. Lois is so anxious for Tulane to win over L. S. U. Anna Dale laughed all day in school Tuesday.

**Roll of Honor.**  
Seniors—Alberta Beyer, Mary Bourgeois, Vivian Blaise, Beatrice Smith, Evelyn Sawyer, Evelyn Boh, Margaret Blaise, Althea Black, Lila Glennon.

Juniors—Lois Hobbs, Sallie M. Atkinson. Sophomores—Verna Batson, Hazel Kergosien, Lois deArmas, Anna D. Cawthon, Lucille Mayfray, Mary Pierce, Ita Mae Hingham.

Freshmen—Gertrude Partridge, Ione Carty, Anna Mae Blaise, Elizabeth Crawford, Elsie Mae Smith, Edith Ansley, Loretto Smith, Junita Fayard, Vivian Egoft, Dolores Powers, Theresa Word, Dorothy Hubbard, Patsy Cajoleas, Edith Ballard, Lily Gilkey, Velma Zengarling, Mary Benedetto.

Eighth Grade—Eloise Quintini, Julie Boudin, Lucia Lince, Marie Quintini, Alice Lee Byrnes, Janie Todd, Dorothy Williams. Seventh Grade—Mildred Schindeler, Nicolas St. Angelo, Catherine Redding, Mae Zengorling, Vivian Heitzman, Nola Lizana, Yvonne Strong, Helen Wolfe, Marjorie Bonderet, Henretta Pilme, Yvonne Lacerde, Ester Adams, Ruth Ballard, Effie Graham Power, Elise Lizana, Margaret Larose, Catherine Benvenutti, Grace Redding, Alice Feeney, Carrie Schiro.

Sixth Grade—Mary Louise Byrnes, Marie Shereese Arguedos, Catherine Scafide, Muriel Rotge, Frances Scafide, Germa Puchew, Yvette Teilhard, Germa Mitchell, Joyce Wolfe, Anna Mae Perre, Alma Lejeune, Cynthia Richerson, Lucille Perre, Irene Johnson.

Fifth Grade—Alice Camors, Edith Spotoruo, Clara Younger, Rita Younger, Lois Wolfe, Bernice Johnson, Elizabeth Ames, Roberta Schindeler, Mary L. Crawford, Elaine Richardson, Caroline Ballard.

"I crave a 'high-flyer,'" shouts a Hollywood movie extra. Then get you a shiek in balloon breeches, honey.

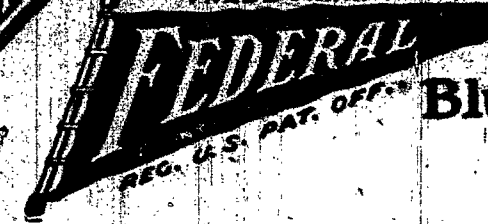
which is decided and agreed upon by members of the club.

This plan gives these farmers' families plenty of good beef the year around and with but little cost.

## SHE TELLS THE STORY OF MANY OTHERS

Dr. W. C. Rountree, Texarkana, Texas.  
"Dear Doctor—About 8 years ago I was taken with a bad case of stomach trouble. I got better in Winter and worse in Spring and Summer. I suffered untold agonies, took many kinds of medicine and found no relief. After four years I broke out with something that looked like sun burn. At first it appeared on my hands, later on my face and neck. My mouth got sore, feet burned and swelled until I had to wear sandals. My hands and feet and I had a burning in my chest. Some one sent you my name and you sent me one of your little books and I read it. I was so interested in your treatment at first, I waited thinking I would get better, but instead I got worse. I was so bad that I could not walk 20 steps without resting. I ordered your Palsagra treatment and on the 30th day of May 1922 I was feeling fine. I soon saw that it was helping me and by the time I had taken one treatment, the redness and burning of the other symptoms had disappeared. I have taken four treatments and am entirely relieved of all symptoms of Palsagra. I appreciate the honesty and kindness with which you have dealt with me. For I have found everything that you told me about the treatment to be just like you said. I want to ask all who have this disease to get your little book and try your treatment like I did for while they are waiting this terrible disease is eating them up."

(Miss Savannah Taylor, Rt. 1, Box 100, Naples, Texas)



### Blue Pennant Cords

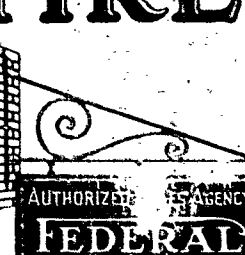
**THE** broad, thick semi-flat tread of Blue Pennant Cords gives sure traction in the worst going, with less traction wear and consequently greater service.

The combined result of this exceptional semi-flat tread and extra strong construction is a length of easy-riding, trouble-free service which proves that equipping with Blue Pennant Cords is a distinct economy.

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A Place For You to Buy Snappy Clothing at Attractive Prices.

### SPORT SWEATERS—LUMBER-JACKS

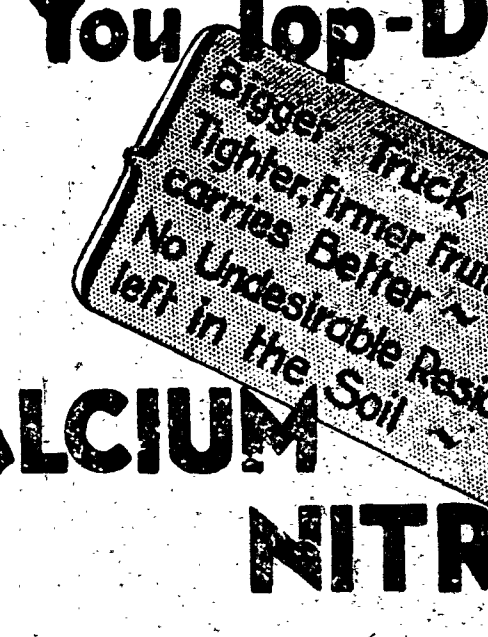
Buck Skin Jackets and Flannel Shirts.  
Complete Line of Dress Shirts and Ties.

Come Around and Make This Your Store—Thanks.

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Bigger Truck Yields Tighter-Firmer Soil that carries Better Load left in the Soil.

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And about 28% Lime

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## Have You These Symptoms of Nerve Exhaustion?

DO you get excited easily? Do you become fatigued after slight exertion? Are your hands and feet cold? Do you suffer from constipation or stomach trouble? Is your sleep disturbed by troubled dreams? Have you spells of irritability? Are you often gloomy and pessimistic? Do you suffer from heart palpitation, cold sweats, ringing in the ears, dizzy spells?

These are a few of the signs of unhealthy nerves that are steadily robbing thousands of people of their youth and health.

### What Causes Sick Nerves

In women this is largely due to overactive emotions, and to the constant turmoil in their domestic and marital relations. In men, these signs of nerve exhaustion are produced as a result of worries, intense concentration, excesses and vices. The mad pace which we are traveling is wrecking the entire Nervous Organization.

Nerve Exhaustion is not a malady that comes on suddenly. In fact, it is a very gradual development that deceives scores of men and women who appear to be in the best of health. Yet all the time their nerves are in a constant state of upheaval, slowly undermining their entire constitution.

### How to Strengthen Them

No tonic or magic system of exercises can ever restore the health and vigor to weak, sick, unbalanced nerves. To regenerate lost nerve force, to build up strong, sound nerves, requires an understanding of the action and abuses of nerves. It needs a knowledge of the natural laws of nerve fatigue, of mental and physical relaxation and nerve metabolism. And it is only through the application of these laws that stubborn cases of Nerve Exhaustion can be overcome.

Based upon many years of intensive experience and study, the famous Nerve Specialist, Dr. Richard Blackstone, has just written a remarkable book entitled "New Nerves for Old." In plain language he gives certain easy-to-follow rules that have enabled thousands of men and women to regain their lost nervous energy and to acquire glowing health and youthful vitality. It enables you to correctly diagnose your own case and shows you how to bring back your lost nervous vitality.

"New Nerves for Old" is worth its weight in gold and yields costs only 25 cents, stamps or coin. The book is a revelation to you. It will help you to build for yourself a solid foundation for your future success and happiness. Mail coupon for your copy today.

**RICHARD BLACKSTONE**  
6000 Flatiron Bldg., New York City

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